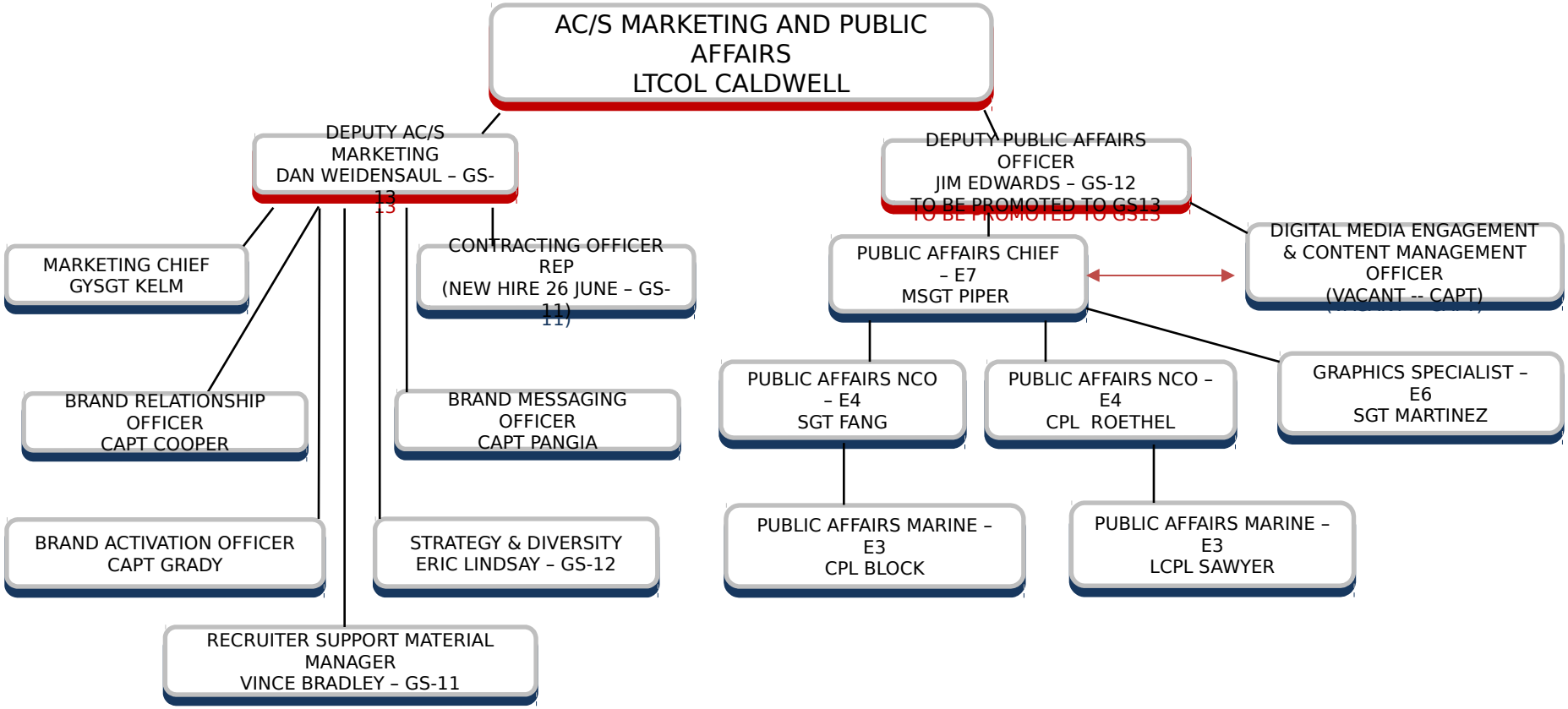
MCRC Marketing and PA

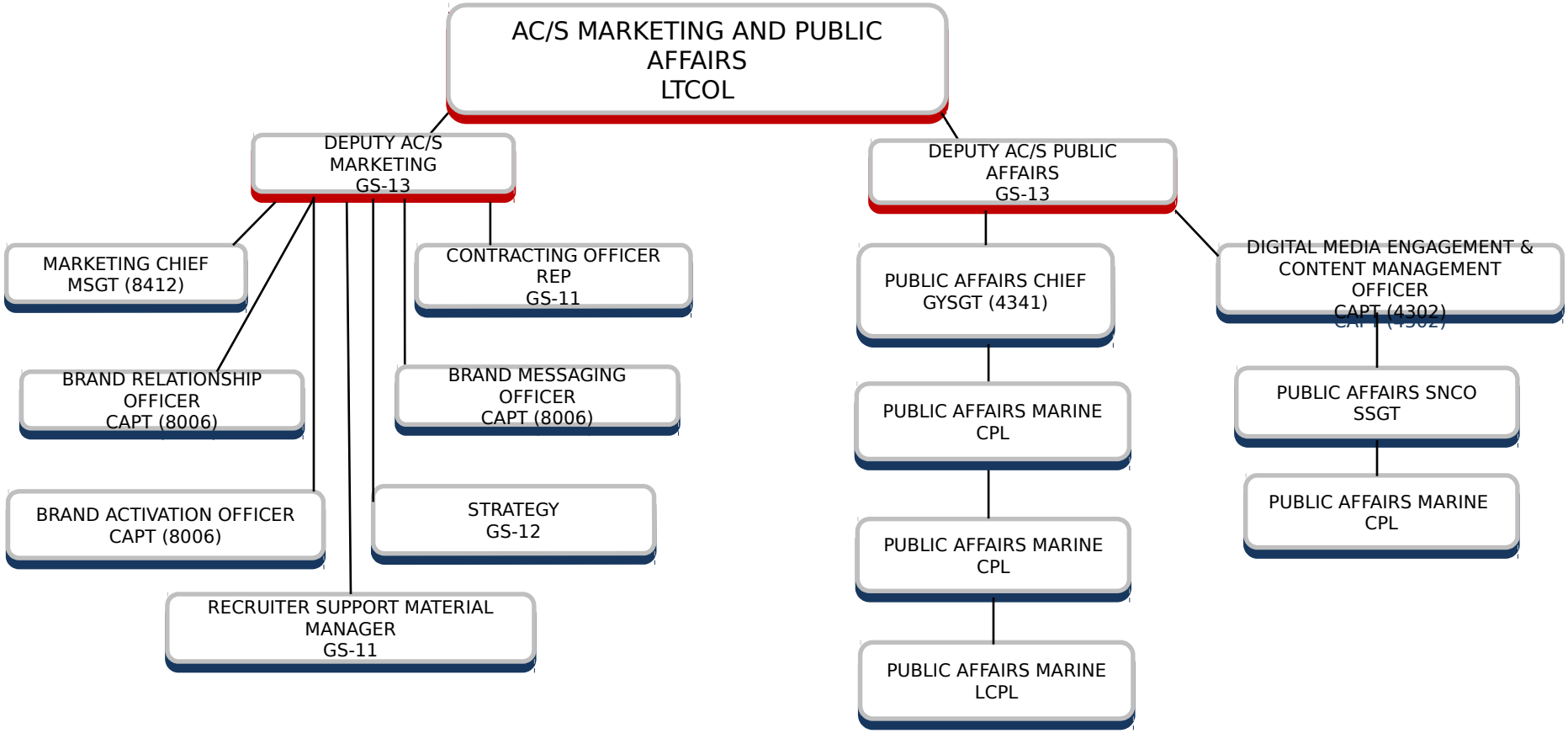
- MCRC / OUSMCC Enterprise Efforts
  - Mutually supporting objectives / shared key publics / related capabilities
- Battles Won
  - Communication Guidance
- Marketing & Public Affairs integration
  - Purpose / Relevance to OccFld / implementation timeline

NEW Marketing and Public Affairs



July 2016

Future Marketing and Public Affairs

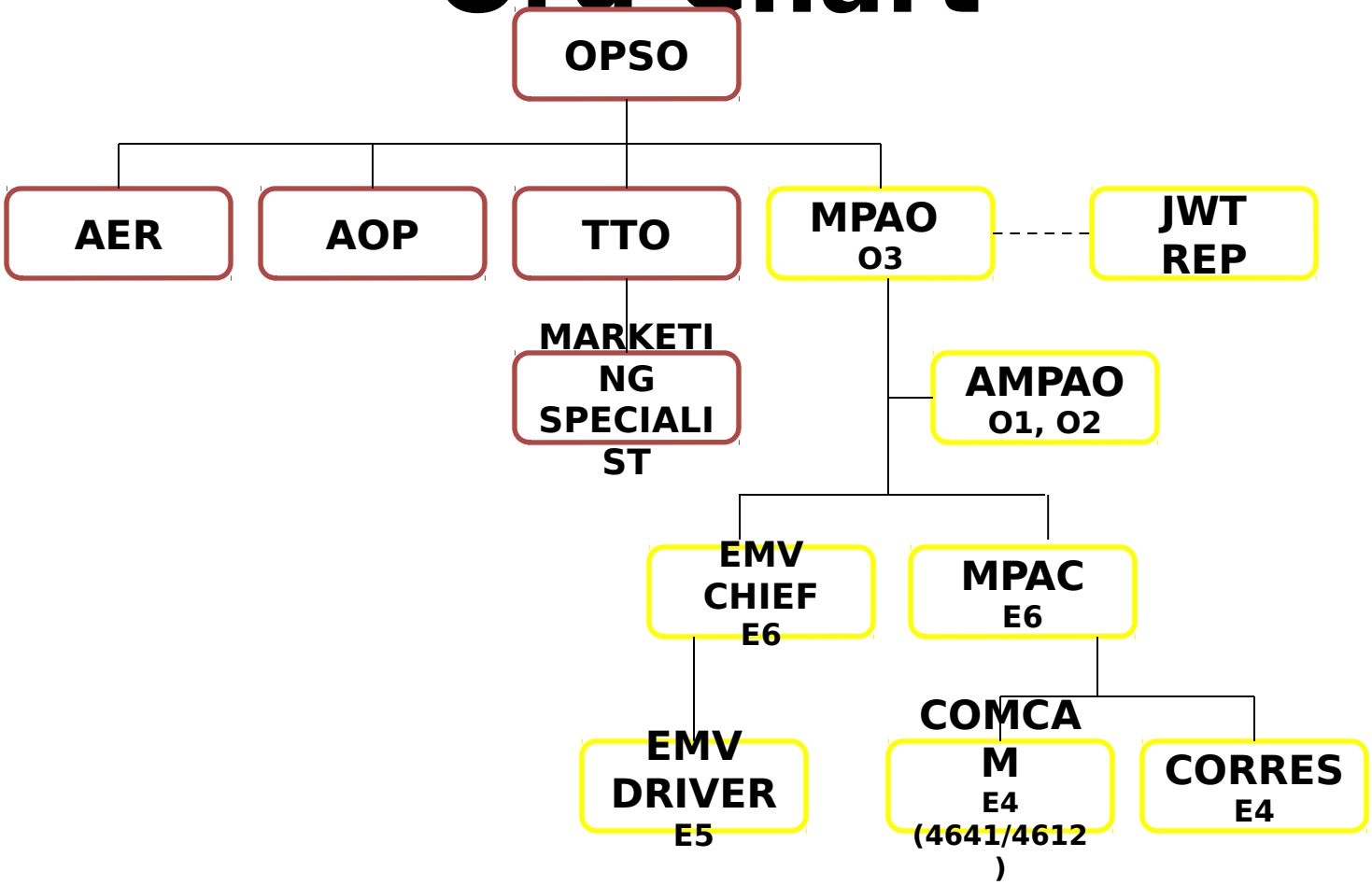


Summer 2017

Updated MCRC MPA Mission Statement

Through the functional alignment of marketing and public affairs, conduct strategic level communication and engagement activities that influence and inform key publics in order to support MCRC's successful mission attainment.

Notional UPDATED District Org Chart

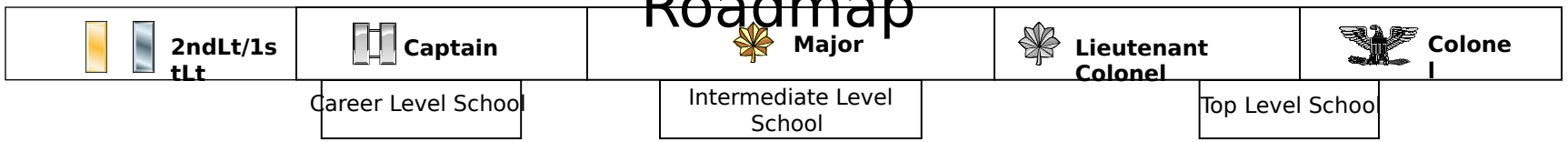


MPAO	AMPAO	MPAC

• SRI / Support Inspections
• 1/3/6 Overall
• RAP
• Program Manager for RSNs
  • From Marketing Specialist
• Fund Allocation & Tracking
• EAC Management
• EMV Management
• T&A Management
• J. Walter Thompson Rep
• Diversity – Primary/Lead Gen
	• All PAO
	  • Vol 5 minus h
	• Influencer Manager
	  • COI
	  • Workshops
	• PSA Management
	• Diversity – Alternate/Influencer
		• PSA Duties
		• EAC Duties

Brand Management

4302 Public Affairs Officer Career Path / Roadmap



Time in grade ranges from 4-5 years depending on the FY promotion zones; pinning on the next rank around the five year mark.

Functional Area Training							
	TBS PAQC (required)	JEPAC		JPME I JIPAC		JPME II JSPAC	
	Primary MOS	**Primary MOS**	**B Billet**	**Primary MOS**	**B Billet**	**Primary MOS**	**Priority Positions**
	- MAGTF team lead - Assist. media officer - Assist. digital engagement officer - Deputy Plans - MCD Asst. MPAO* - MCI Region deputy	- DINFOS instructor - MEU director - MCRC DE / CM - ATL - MC District MPAO** - MEF media officer - MEF plans officer - OUSMCC - COMREL - Media - Proponency - MARFORPAC - MARFORCYBER - Air Station director - MCIPAC - SYSCOM Program Mgr. - DPRI Guam I MEF PA planner III MEF PA planner HQMC, OUSMCC	- H&S, OCS, TBS - Assistant OPSO - Company Command - SPC - Instructor - MCRD - Series Command - Company Command - MOI - Congressional Fellow - MC Recruiting Station - XO, OPSO - Naval Academy - Aide de Camp - Training with Industry	- DINFOS MARDET CO - MCCDC CIO - MEF deputy - MARFORPAC deputy - MCAS Iwakuni - PACOM - USFJ - OSD PA - MARSOC - 5th MEB - 3d MEB - Manpower PAO - OUSMCC - COMM SYNCH **4305** I MEF Deputy II MEF Deputy HQMC, OUSMCC	- TBS - Instructor - Company Command - MCRD - BN XO - Strategic Initiatives Group - RS CO - HQMC speech writer - Aide de Camp - Special Projects Directorate - Naval Attaché - EWS - Instructor	- OSD PA - Vice Chairman PA - CMC PAO - MEF (I, II, III), director - MARFOREUR - MARCENT - MARFORRES - OUSMCC Branch Head Media Proponency - MCRD, H&S, MSG, BN Command - MCU CSC Instructor **4305** - MCRC Marketing & PA, AC/S***	- Command - COCOM PAO - OSD PA - OUSMCC Deputy - MARFORPAC - MARFORCOM
			Special Education Program **San Diego State University (CCLEB/CPIB); and 5-week SDSU** **Naval Post Graduate School (CCLEB/CPIB)** **Foreign Area Officer/Regional Area Officer** **Note: SDSU doesn't replace CLS or ILS; EWS and CSC must be completed.** **Training With Industry**			***Marketing and PA Officer (MPAO)** ****Senior O3 preferred; post-Training with Industry, optimal** *****Previous tour as MCD MPAO or Asst, and then SDSU required / O5 billet to lead**	

Outside the MOS

Updated 6 June 2016

Implementation Timeline

- IOC is defined as the merger of Marketing and PA staffs
  - MCRC to merge in July
  - District mergers are commander-driven, at this time
- FOC is defined as TOECR complete, all policy updated, PMOS 4302s filling both the MPAO and Asst MPAO billets, and the fielding of a TECOM-approved billet MOS training program
- This plan includes no structural (i.e., quantity) change